

Job description checklist

Structure and content guidelines

- Structure your job description into four categories – the area, the role, responsibilities and job qualifications.
- Give candidates enough information so that they understand the work.
- Emphasize behaviors, not traits. Behaviors can be demonstrated and developed; immutable characteristics are often skewed based on stereotypes and presumptions.
- State the deliverables expected of them.
- Set expectations so candidates can understand if the role is right for them and if they are qualified for the role.

Language guidelines

- Infuse some personality into the job description – this might be the candidate’s first impression of what working at your company really means.
- Be inclusive and examine language for unconscious bias and gendered terms.
- Write the job role in second person and in a conversational tone to "speak to" the candidate (i.e., use "You," "You'll," etc).
- Use action verbs such as "plan," "engage," and "resolve" instead of "planning," "engaging," and "resolving" to describe the expectations of the position.
- Use objective descriptors (e.g. "experience managing a budget" or "experience litigating patent cases") that are concrete. Using phrases like "expert in technical writing" are not objective since "expert" is not defined.
- Avoid asking the recipient questions.
- Avoid jargon and acronyms.